analyzes said profile data.. to mediate.. and exchange information through said network" The "profile data" can be "user specific data .. independent of.. or.. dependent on time lapse". The "service section uses the output signal to analyze operations perfomred by the controller nodes." Then, the "service section .. updates the profile data.. according to record of user access". Also, "when .. limit of profile data.. is declared.. a level of serivce appropriate to the limit is provided.".

Clearly, these functions and method steps recited in combination, are not taught by, anticipated by, or made obvious by Fortenberry. The disclosure methods of Fortenberry are completely different from those recited in our instant claims.

In contrast, Fortenberry obtians user information to conduct transactions without repeated accessing of the information. A pass-port containing the user information is stored in a server. The user instructs the server to release part or all of the passport and forwards a key to open the passport.

But, nowhere in Fortenberry is there taught or made obviois the "time stamping and storing of output signals"from the nodes. Moreover, the specific aspects of the "profile data" of each user is not "analyzed"by Fortenberry, to " help exchange information through the network" as recited in our claims. Moreover, Forten-berry does not teach or show in any way, the "updating" of the "profile data" according to a "record of user access". Further-more, in our inventionn, which is not taught by Fortenberrry

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the user may declare "limit of profile data" in which case, the
"level of service appropriate for that limit" is provided. Clearly,
there is no such feature in Fortneberry. Also, advantageously,
our "profile data" may be "user specific data" dependent or
independent of time lapse. There is no such feature taught by
Fortenberry.

In view of the foregoing, clearly main claim 63 and subclaims
64-67 are not anticipated by Fortenberry. Hence, these claims
are believed to be allowable.

The same is argued with respect to main claim 68 and subclaims
69-75 dependent therefrom. In addition to the foregoing, main
claim 68 is directed to a specific application involving "adver-
tisement or information content related to broadcast content.

In contrast, Fortenberry has nothing to do with broadcasting.
Thus, there is also no anticipation of our claims 68-75. Accord-
ingly, it is believed that these new claims are also allowable.

SECTION 103 REJECTION TRAVERSED

The claims were rejected under Sec. 103 over primary reference
FORTENBERRY 6,005,939, and various combinatioins of secondary ref-
erences DAHLEN 01/12299; KLEMETS 01/13068; ELDERING 6,324,519 and
PARK 6,061,082 Applicant respectfully traverses the different
rejections. No combination of the Primary and secondary references
would make our invention, as now recited, obvious.

The differences and deficiency in teachings by the Primary
reference Fortenberry are above discussed under the heading Sec.
102 Rejection Avoided by New Claims.

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The issues then become whether the Secondary references make up for the deficiencies above discussedor can be extended so that the deficiencies are obvious to the worker skilled in the art. Careful study of each secondary reference shows that even if extended, the combinations with the primary reference still leaves applicant's recited invention not made obvious by such combinations of the primary, and secondary references.

DAHLEN teaches delivery of advertisement to the user. Specifically, Dahlen relates to a narrowcast and a mechanism for individualizing broadcast information and advertisement and sending same to a user via a network. But, as priorly stated, he does not deliver information data personalized for each node user, base for example, on a dynamic profile data, as done in our invention.

Also, our recited invention uses the service section to automatically send advertisement or information content, irrespective of the user's selection on basis of broadcast content that the user is watching.

In contrast, Dahlen has the user select information to be received by the user.

Also, we can acquire and analyze audience rating according to the record of the user access to broadcast content.

In contrast, Dahlen searches user preference stored in a data source in order to determine what should be delivered to the user. This is not the same as acquiring and analyzing audience

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rating according to the record of the user access to broadcast content, as in our invention.

Turning to the next secondary reference, KLEMET teaches interleaved multimedia streams for synchronized transmission over a computer network. More specifically, he relates to synchronized transmission of interleaved multimedia stream over a computer network and a technique of adding time stamps necessary for interleaving video or audio streams. The production station must acquire video or audio input to analyze and interleave the frames.

Adding time stamps per se is not what our invention is about. Any system can use same. But, there is nothing in addition to the interleaving feature which can be cited as teaching or leading one to extend the teaching to make obvious our invention. Even the time stamping is nowhere close to what we do, as discussed above with reference to Fortenberry.

ELDERLING teaches, in contrast, having the provider server transmit correlation results along with fee to the opportunity provideer. More specifically, ELDERING teaches a system of determining advertisement fee to be paid by an advertiser, by bid, and is totally different from our system of billing according to record of data on access to the advertisement content.

Note, each node of our invention transmits record of data on access to advertisement content to the service section in response to a transmission request so that the service section can perform billing or measurement of advertisment effectiveness.

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In contrast, ELDERING only discloses that the content or opportunity provider delivers advertisement itself to the user when the bid is completed.

Furthermore, in contrast, PARK teaches rating of internet TV audiences by receiving internal e-mail generated by the different sets. Clearly this is nowhere close to our invention. Specifically, PAKR assumes that a television is an internet television having a function of sending e-mail directly. But, this is nowhere related to our invention.

It is difficult to imagine just how the structure and functions of our recited invention can be made obvious by any combination of the above cited primary and secondary references. The objects, structure and functions, and results of our invention are completely different from any combination of references cited by the Examiner. There would still be missing the functions discussed with reference to the Sec. 102 rejection.

Any combination of the cited references would still lack sufficient teachings or extensions of teachings to make obvious our recited invention of claims 63-75. Our invention is just completely different from the resulting teachings and extended teachings of combinations of the primary and secondary references.

The inventors wish to add the following technical comments.

--- Fortenberry's "idea of a plurality of nodes" seems to be a common usage of accessing internet using PCs with Internt Service Providers, and thos PCs access to the servers that are Passport server in this case. In this case, the user can initiate the access

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to the user's PC because the IP address of the user's PC is assigned by the Internet Service Provider every time he/she connects to the internet. Moreover if NAT (Network Address Translation), that is a tenative solution to save the insufficient IP version 4 addresses, is introduced in the user's LAN environment, the serve in the Internet can no see the IP address of the user's PC for initiating the access.

On the other hand, our invention utilizes global IP address for each node and to assign global IP address (preferably)IP version 6) so the server can initiate the access to the user node and get the profile date or putethe information or advertisement content to the user node. This can only happen when each node has globally unique IP address like IP version 6, and end to end communication can be performed from both ends.

Fortneberry's declaration of disclosing level is corresponding to the several public keys to protect the user's privacy against unauthorized access to the multiple web sites that user may access. This system consists of three parts which are USEKR, PASSPORT AGENT and WEBSITE. However, our system comprises USER and NODE that has the functionality of control access level. It is differnt from encyption, bu the definition of access level for the user.

In contrast, in our invention, the user node is accessed from the system service section and the user can define the access level control to his/her profile date. For example, a user does not want to disclose his audience action, he may deny that access from the server.

Fortenberry's data filed of FIG. 3 may have two classes of

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data, and the first class data is the highly sensitive real information about the user. However, in our system, the specific static data independent of time lapse is used for analyzing user demographic profile to provide the effective advertisement or information, such as birthday, family, occupation,etc.

Fortenberry's second class of information means a virtual information and does not have the time elpase data like our invention's audience action. The profile date in the user node always updates the audience action dynamically in our system. The server of our system service section can get that profile date anytime.

Dahle's method and apparatus are used for selecting the narrowest contents based on the user preference that user need to input by himself. OUr invention system uses the static profile that need to tell by user himself, and the dynamic profile such as audience action of the user. The system analyzes the user profile and the determines the delivering contents. Knowing more audience actions, the suitable contents could be delivered by the system. However, the DAhle's method and apparatus cannot update user preference without user's action to change profile data.

The time stamp is used for generating audience data, for example. The selecting TV channel number from the remote controller and the time stamp of operation, the system can understand what is the selecting contents that is broadcasting or narrowcasting on TV. Thus, the tiem stamp is not used for Klemets' synchronizing transmission of the multimedia stream, but generating user prefer ace in our invention.

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Dahle's FIG. 6 shows the examlpe of user display that show the
monitoring of historical network transaction of sending and
receiving. Our user node is monitoring the action of user such
as POWER ON/OFF, selecting the TV channel for the remote controller,
then stores those actions in its memory for retrieving from the
control section. Again its purpose is analyzing user preference
to personalize delivering the advertisement and information content.

Klemet's interleaving multi-media frame is no relation with
our system, which describes the remote controller that controls
the vCR or TV via infrared signals. It is not multi-media stream
for synchronization.

The delivering contents of Dahle's narrowcasting is selected
by the user even if the relevant contents may be delivered. Our
service section delivers the advertisement that is selected by
analyzing user static profile and dynamic profile such as audience
action,etc. Our user selects the usual broadcast or narrowcast
content and our service section delivers the additional contents
such as advertisement content to the user. Those two contents
combine at the user node (see FIG. 11) and displays on the TV
screen at the same time according to each user's profile data.

Eldering's idea of fee is charged by a profiler to the content/
opportunity provider. The profiler gathers profile dat using POS.
That fee is provided before the actual delivery of advertisement.
Our invention differs from this because we monitor the actual
access to the advertisement from the user who m akes some action
like click the link to the sponsor's web page.

Our invention of charging fee is not based on expectation but

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the actual result of accessing advertisement by users which the service sction counts and calculates autonomously.

Finally, Par's rating of internet TV uses e-mail generated by the TVs. Our rating internet TV and broadcast/narrowcast rating is performed by monitoring the selecting tV channel number from kthe remote controller and the time stamp of operation, so that the system can calculate the rate of audience for each ocntent.

Our system does not require a new TV and just putting our node in front of the existing TV set will do the job.

Thus, clearly not only does Fortenberry not teach our newly recited invention.. Fortenberry's disclosure is nowhere close to our invention in concept, structure and operational steps. But, furthermore, Fortenberry combined with the other cited references Dahle, Klemets, Eldering and Park in whatever combination would still not make obvious the instant invention as now recited in the new claims. ___

Accordingly, reconsideration and allowance are respectfully solicited.

respectfully

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Claims 1-39 (cancelled previously)

Clams 40-62 (cancelled herewith)

63.(new) An information delivery service system comprising:

a service section connected to a network;

a plurality of nodes connected to said network and there-through to said service section and allocated with specific addresses that are unique within said network;

a plurality of remote controller nodes connected to said plurality of nodes, said plurality of remote controller nodes being capable of adding time stamps to and storing received output signals from said remote controllers and transmitting said output signals through said network; and

terminal devices for system users connected to said network and therethrough to said service section and said plurality of nodes; wherein

said service section acquires through said network profile data of each node user through each node and analyzes said profile data, in order to mediate through said network between said each node user and each system user according to said profile data to help exchange information through said network; and wherein

said service section acquires through said network said output signals from each said remote controller node and analyzes operation performed by each said remote controller node; and wherein

said service section updates said profile data of each node user according to a record of user access through said network;

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and wherein

when said node user declares limit of profile data disclosure against said service section, said service section provides through said network a level of service appropriate for said limit of profile data disclosure; and wherein

said service section uses as user profile data at least either user specific data independent of time lapse or user specific dynamic data dependent on time lapse.

64.(new) The system of claim 63, wherein said service section analyzes said user profile data and delivers through said network advertisement content to each remote controller node according to profile data of each node user.

65.(new) The system of claim 63, wherein each remote controller node sends through said network said remote controller output signal to said service section each time a relevant remote controller is operated.

66. (new) The system of claim 63, wherein said device is a television or a video cassette recorder and wherein infrared signals are used for command.

67.(new) The system of claim 63, further comprising:

a wireless remote controller for transmitting through said network a command for operating a device being remote controlled in a signal form which is different from a signal form said device is remotely operated; and

an operation means for receiving through said network an output signal from said wireless remote controller, for acquiring historic record of operation of said device according to a com-

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mand into a form of signal that said device receives and then for outputting said signal.

68.(new) An information delivery service system comprising:

a service section connected to a network;

a plurality of nodes connected to said network and there-through to said service section and allocated with specific addresses that are unique within said network and designed to receive broadcast content; and

a plurality of remote controller nodes connected as said plurality of nodes, said plurality of remote controller nodes being capable of adding time stamps to and storing received output signals from remote controller nodes and transmitting output signals through said network; wherein

said service section selectively delivers through said network at least either an advertisement or information content related to a broadcast content suited for profile of each node user; and wherein

said service section acquires through said network and analyzes audience data according to a record of user access to broadcast content; and wherein

said service section acquires through said network said output signals from each said remote controller node and analyzes operation performed by each said remote controller node; and h wherein

said service section receives a remote controller output signal each time a relevant remote controller node is operated.

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69.(new) The system of claim 68, wherein said service section performs as least either billing to an advertiser or measurement of advertising effectiveness according to record obtained through said network of data on access to advertisement content.

70.(new) The system of claim 68, wherein said record of data on access to advertisement is carried out through said network in response to a request from said service section.

71.(new) The system of claim 68, wherein transmission of said record of data on access to broadcast content from each node to said service section is carried out through said network in response to request from said service section.

72.(new) The system of claim 68, wherein transmission of said record of data on access to advertisement content is autonomously carried out by each node in response to request from said service section through said network.

73. (new) The system of claim 68, wherein transmission of said record of data on access to broadcast content from each node through said network to said service section is autonomously carried out by each node in response to a request from said service section.

74. (new) The system of claim 68, wherein said service section analyzes and processes data on audience rating of television.

75. The system of claim 68, wherein said device is a television or a video cassette recorder, and wherein infrared radiation signals are used for command.

75.(new) The system of claim 68, further comprising:

a wireless remote controller for transmitting through said

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network a command for operating a device being remote controlled

in a signal form which is different from a signal form said

device is remotely controlled; and

an operation means for receiving through said network an

output signal from said wireless remote controller, for acquiring

historic record of operation of said device according to a com-

mand, for converting said command into a form of a signal that

said device receives, and then for outputting said signal.

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